



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR OF JOURNALISM AND MASS COMMUNICATION

BMC 4114: MASS COMMUNICATION THEORY

SUPPLEMENTARY/SPECIAL EXAMINATIONS

SERIES: MARCH 2014

TIME: 2 HOURS

INSTRUCTIONS:

- This paper consists of **TWO** Sections **A & B**.
 - Section **A** is **Compulsory**.
 - Answer any other **Two** questions in Section **B**.
- This paper consists of Two printed pages***
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SECTION A (Compulsory)

QUESTION 1

- a) With reference to William Mc Guire's 'persuasion theory' discuss how people process information. (20 marks)
- b) Outline the importance of the following in theories of mass communication:
 - i) Media effects
 - ii) Media power
 - iii) Media effectiveness(6 marks)
- c) Describe the impact of 'New Media' on Herber Schiller's Cultural Imperialism. (4 marks)

SECTION B (Answer any Two Questions)

QUESTION 2

- a) Describe Taylor and Altman's 'Social Penetration' Theory. **(10 marks)**
- b) Discuss the 'Uses and Gratification' Theory of the media. **(10 marks)**

QUESTION 3

Discuss the influence of 'Marshall McLuhan's' Technological Determinism on society. **(20 marks)**

QUESTION 4

Discuss McQuail's concept of 'Mediation' in Mass Communication. **(20 marks)**